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Oakley Half Jacket Sunglasses

Oakley Thump Sunglasses

* Followed by the M Frames, Oakley followed with lifestyle and active models like the Half Jacket and Thump.
* The Thump was the first sunglasses model to incorporate electronics into conventional sunglasses, featuring headphones built directly into the frames.
* In the mid 2000’s Oakley developed a women’s line of eyewear specifically designed to complement style with active performance.
* Today, Oakley manufactures not only sunglasses and prescription eyewear, but also clothing, watches, footwear, and accessories.

Oakley M Frame Industrial Sunglasses

Oakley Blades Sunglasses

Oakley Factory Pilot Eyeshades

* After the successful sales of Oakley’s O Frame goggles, Jannard tried new innovations and developed goggles that were also part sunglasses.
* In 1986, Oakley launched their first ski goggle, The O Frame Snow.
* The following year, 1987, Oakley launched their basic sunglasses model, the Factory Pilot.
* The Blades model was Oakley’s first attempt to make a fully customizable accessory, personalized by the consumer.
* The Blades were followed by the popular M Frame, which is a popular choice in today’s military.

The Oakley O Frame MX

Jim Jannard.

* The first grip with guts. The phrase that kicked off the incredible 2.1 billion dollar company.
* 1975- Starting with $300, a hatchback Honda, and a trunk full of motorcycle parts, Oakley was born at a 1975 motocross competition.
* Jim Jannard, Oakley’s founder, made his first products, handgrips, from a new durable material he invented called, Unobtanium.
* He named Oakley after his Irish setter.
* 1980- Jannard began selling goggles for motocross riders, and introduced his first model, the O Frame MX.